



# Create Permanent Multi-Modal Coordinator Position

## ACTIVITY PURPOSE AND OVERVIEW

The purpose of this recommended MMT activity is the immediate creation of a permanent position within City-County government to coordinate the implementation and maintenance of this Multi-Modal Transportation Plan as an integral part of the Comprehensive Plan and Long Range Transportation Plan.

The purview of this position – as detailed further below – must be intentionally broad and far ranging. The position must touch upon all modes of personal transportation – that is, the position must be "multi-modal" in its purpose and scope.

Particular emphasis should be placed on furthering commonly termed "alternative transportation modes," such as the full gamut of public transportation operations, pedestrian and bicycle facilities, car pooling/van-pooling, taxis and jitneys, special transportation services, and other advanced and emerging transportation technologies. In addition, the position must work to plan and implement affirmative land use standards, transportation service management approaches, and funding sources supporting multi-modal approaches.



The tasks of the Multi-Modal Coordinator Position must address near, mid, and long range planning and implementation efforts. Accomplishing the vision of this Plan will take many years. Moreover, realizing the Plan's vision will require incremental actions, the Coordinator must deliberately and thoughtfully construct a well grounded foundation upon which multi-modal concepts can be nurtured and sustained.

Over time, the responsibilities of this position will likely expand and the number of staff persons ultimately assigned to this task could grow. This having been said, it is imperative that

this Coordinator Position be given immediate recognition as an active and purposeful player in the transportation planning, policy setting, and programming efforts of the City of Lincoln, Lancaster County, State of Nebraska, and other public and private entities involved in the delivery and provision of metropolitan area transportation services.

## ACTIVITY DESCRIPTION

**T**his section examines the general characteristics forming the background needs for the Multi-Modal Coordinator Position and the specific position responsibilities.

### *General Characteristics of Coordinator Position*

One of the keys to the ultimate success of this Multi-Modal Transportation Plan is the presence within our community of a strong, coherent, and permanent "multi-modal voice." This "voice" must clearly articulate the goals, benefits, and vision of multi-modalism and to act decisively in implementing the programs and standards supporting this effort. The Plan's multi-modal message must be both understandable and recognizable – and the MMT Coordinator Position must work to achieve each of these objectives.

In defining the role of this position, there are several fundamental elements to consider and address in this person's position description:

- ◆ **Participate in Programs Impacting All Transportation Modes** – The Coordinator Position must have a strong participatory role in all modes of transportation.

With this objective in mind, it must also be acknowledged that there are staff and departmental resources already allocated to plan and implement various transportation modes – and that the amount of staff and resources assigned to each mode varies greatly. In certain instances, such as the public transportation realm, staff presently exists to provide planning and marketing support. In other cases, such as with pedestrian and bicycle activities, staff resources are more eclectic and distributed across departments.

Even with this perceptible imbalance, the Multi-Modal Coordinator Position must play an active and meaningful role in all forms of transportation. This does not mean that the Coordinator Position's areas of responsibility should supercede or interfere with the work of other staff members. However, the Coordinator Position must be afforded the opportunity to provide unencumbered and constructive insights into the policies, standards, and proposed actions of all transportation efforts within the City and County.

- ◆ **Seek Balance Across All Alternative Modes** – The Coordinator Position must strive, over the course of time, to articulate the concerns and interests of a broad range of alternative modes. While certain modes may require greater attention at certain points in time, the Coordinator Position should not be viewed as a defacto representative of mere-



ly a single mode or a handful of modes. The position must seek to balance the demands of each approach and to reflect the systemic nature of multi-modalism.

- ◆ **Expand Beyond Modal Imperatives** – Multi-modalism requires more than the promotion and coordinate of "modes." Inherent in the success of this Plan will also be the land use standards and the administration of various programs contributing to the long term success of alternative modes. In short, the Coordinator Position must work – and be supported by the elected officials and other departments and agencies – to expand how land use, management, and funding policies are formulated and implemented to further support multi-modal objectives.
- ◆ **Clear Recognition of Authority** – The Multi-Modal Coordinator Position will need to function within the framework of numerous key planning and development processes - the Comprehensive Plan, Long Range Transportation Plan, economic development, and land development. The effectiveness of the Coordination Position will hinge in part on the definitive recognition of this person's role as an active participant in these processes. The Mayor, City Council, County Board, and departmental directors must provide clear and unquestioned acknowledgment as to the Coordinator Position's authority as a spokesperson for the Multi-Modal Transportation Plan.
- ◆ **Define Areas of Responsibility** – As noted earlier, multi-modalism – by necessity – crosses many fields of activity. These fields of activity include not only "modes" – such as transit and trails – but also various planning, budgeting and management concerns. As the Coordinator Position evolves, care must be demonstrated to carefully articulate the responsibilities of the position relative to other staff positions already in place.
- ◆ **Strive for Community Inclusiveness** – The Coordinator Position must reach out to the numerous elements of the local community who have a standing interest in the success of this endeavor and of transportation issues in general. The Coordinator Position must work with the various modal-based stakeholders from the beginning to garner their respect and trust; to understand their issues and needs; and to form lines of communication with these groups to ensure continuing and constructive involvement.

### ***Specific Position Responsibilities***

The following provides a description of the specific responsibilities likely to be assigned to the Multi-Modal Transportation Coordinator Position. Refinements and clarifications should be made as necessary prior to the creation of the position.

#### ***General Statement of Duties***

This position will be responsible for providing strategic and tactical planning, direction, guidance, coordination, technical analysis, and management support to further detail, implement and maintain the "Multi-Modal Transportation Plan." This position will strive to eliminate or minimize barriers to meeting multi-modal transportation opportunities throughout the City of Lincoln and Lancaster County, Nebraska, and within the region. The position will work to

expand the community's understanding, use, and support of a broad range of sustainable transportation alternatives including regular and special public transportation operations, pedestrians, bicycles, trails, carpooling/vanpooling, taxis/jitneys, other alternatives transportation services and technologies, and public policies (e.g., land use and development standards) furthering multi-modal goals. The position will recognize and respect the role played by the community's present dominate transportation mode – namely, the personal automobile and allied vehicles and their support services– and work to ensure the thoughtful integration of multi-modal concepts within the broad transportation planning and project realm.

### Specific Tasks

Oversee the continuing development and maintenance of a "Multi-Modal Transportation Plan" for the City of Lincoln and Lancaster County, Nebraska

Represent the multi-modal transportation interests of the City of Lincoln and Lancaster County by attending and participating in applicable meetings with local, State, and Federal agencies and professional groups, including boards, commissions, ad hoc committees, and on-going governmental community forums.



In tandem with applicable local departments and agencies, serve as the primary staff support person to the Pedestrian-Bicycle Advisory Committee.

Develop and seek implementation of local area and regional multi-modal plans and programs involving all forms of alternative transportation (as appropriate over time.) This includes efforts to plan and coordinate special plans and projects needed to advance the multi-modal goals of the community as expressed in the Comprehensive Plan and Long

Range Transportation Plan. This may include managing future efforts to formulate "multi-modal transportation subarea plans" across the community, focusing primarily on interested commercial areas and neighborhoods.

Serve as the primary local multi-modal transportation staff resource for the formulation of the Lincoln-Lancaster County Comprehensive Plan, Long Range Transportation Plan (LRTP), and other relevant studies, project analyses, and programmatic documents (e.g., transportation/traffic studies, environmental assessments, CIP's, TIP's, work program, prospectus, etc.)

Fulfill the role of the "Multi-Modal Transportation Coordinator" on the Lincoln-Lancaster County Metropolitan Planning Organization (MPO) Technical Committee. (Note: Such a position on the MPO Technical Committee does not currently exist.)

Communicate on a regular basis with local elected officials and community groups concerning multi-modal transportation ideas, concepts, and opportunities to ensure everyone is kept abreast of current multi-modal transportation needs, plans, and projects.



Develop multi-modal development standards and planning guidelines as appropriate to further the implementation of the Multi-Modal Transportation Plan. These documents should be prepared in conjunction with staff from other departments and agencies, elected officials, and the community.

Review and comment on detailed development plans (i.e., subdivision plats, planned unit developments, special permits, use permits, infrastructure improvement projects, etc.) regarding their consistency with multi-modal goals, standards, and guidelines. This review should be completed using written and adopted goals, standards, and guidelines. Findings should be communicated to appropriate development applicants, property owners, staff, and other pertinent parties.

Examine and remark on public sector projects and infrastructure plans regarding their consistency with multi-modal goals, standards and guidelines. This may include policies and programs for roadway and intersection improvements, stormwater control projects, and other transportation plans and actions.

Prepare written findings and recommendations for Planning Commission staff reports and other documents as applicable.

Work with public and private sector entities to obtain grants and other funding for various multi-modal studies, programs, and projects.

Collect, support the collection, and analyze data pertinent to public transit, pedestrian, bicycles, and other alternative modes and services that allows for a greater understanding of multi-modal transportation issues and plan implementation. This data may include, but is not limited to, crash data, bicycle availability and usage, pedestrian activity, traffic counts, parking, pedestrian and bicycle facilities inventories, and other such information.

Support the preparation and distribution of educational information on multi-modal activities (including bicycle and pedestrian safety, usage of alternative modes, and multi-modal program benefits and needs) to elected officials, community organizations and schools. These materials may include audio, video, and printed materials. Public service announcements and media releases should also be used. In cooperation with other agencies and groups, implement programs and instruction designed to promote walking and bicycling, and to educate students regarding pedestrian and bike safety.

Act as a liaison between the City of Lincoln and the University of Nebraska to advance multi-modal goals, concepts and programs between the two entities, particularly regarding public transportation, trails, and other pedestrian/bike programs. Such an effort should be done in close conjunction and coordination with other city departments and local agencies. This task should also be extended to other local universities and colleges as appropriate.

Stay current on governmental regulations, trends, and innovations related to multi-modal transportation planning and programs.



Work with the Lincoln Police Department, City Law Department, and others to encourage the active enforcement and maintenance of laws and regulations relating to pedestrian and bicycle safety.

Serve as a point of contact for citizen requests, ideas, and questions regarding bicycle/pedestrian planning, trails, pedestrian/bike facilities, and alternative multi-modal approaches.

## ACTIVITY TIME LINE AND RESPONSIBILITY

**A**s indicated earlier in this section, it is imperative the "Multi-Modal Transportation Coordinator Position" be identified and staffed as soon as possible; but no later than the beginning of the City's 2004-2005 Fiscal Year.

This person will serve as the initial focal point for implementing this Multi-Modal Transportation Plan. Without this person being available immediately to further the goals and proposals of this Plan, the multi-modal effort will lose precise momentum and be subject to further delays in meeting the broad mobility needs within our community.

Responsibility for determining the location and assigned tasks of the position should of necessity rest with the Mayor, in consultation with other elected officials as appropriate. It is suggested by the Multi-Modal Transportation Task Force that this position initially be housed and staffed in the Planning Department with existing staff to ensure a staff person is available immediately. Over time, however, this staff position may work independently and report directly to the Mayor.

## ACTIVITY RESOURCE NEEDS

**O**wing to current funding considerations, it is recognized that this position will likely be filled in the near term by existing city staff. Over time, however, additional staff and other resources should be considered to support this effort. This strategy will minimize the need for any additional funding during the city's up coming fiscal year.